



**OUR
WEDDING.*mt***

**Malta's most popular
weddings portal**

A MEDIA BRAND BY
Content House

OUR WEDDING.*mt*

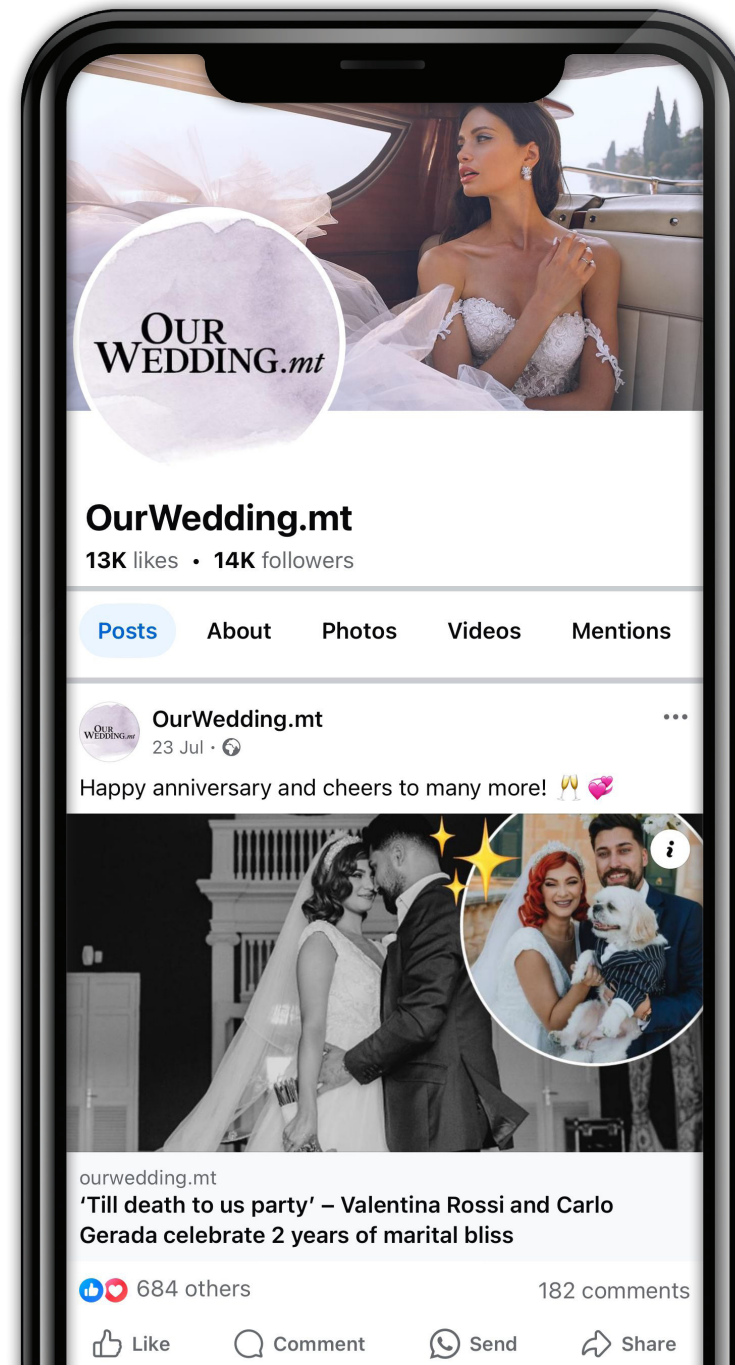


The Weddings Portal with the highest audience and engagement

OurWedding.mt, along with its social media pages, are attracting over

3.9 million

people every year through portal views and social media engagement. No other local portal in the weddings market enjoys this level of exposure and audience reach.



Some of Malta's leading companies on *OurWedding.mt*

Since 2015, OurWedding.mt has consistently earned the trust of leading companies in the weddings market. Here are some of the island's prominent companies already on board with OurWedding.mt

The screenshot shows the homepage of OurWedding.mt. At the top, there is a navigation bar with the site logo and menu items: PEOPLE, REAL WEDDINGS, PLANNING, BRIDAL, LOVE & SEX, HOMES, LOCAL VENDORS. Below the navigation bar is a featured article titled "6 bridal designers you need to know about before choosing your gown" with a sub-headline "FOR THE BRIDE". The article includes a date "21ST MAY 2024" and social sharing icons. To the right of the article is a large image of a bride in a white gown. Below the article is a section titled "1. Ashi Studio" with a short bio and an Instagram post preview for "ashistudio" showing a bride in a white gown. To the right of the article is a "Local Vendors" section with three vendor cards: "Olive Gardens VENUES", "Victor Azzopardi Jewellers JEWELLERY & ACCESSORIES", and "BG Fireworks WEDDING SERVICES". At the bottom of the screenshot, the start of a second article "2. Paolo Sebastian" is visible.

OurWedding.*mt* is backed by a strong team of writers, content creators and social media strategists

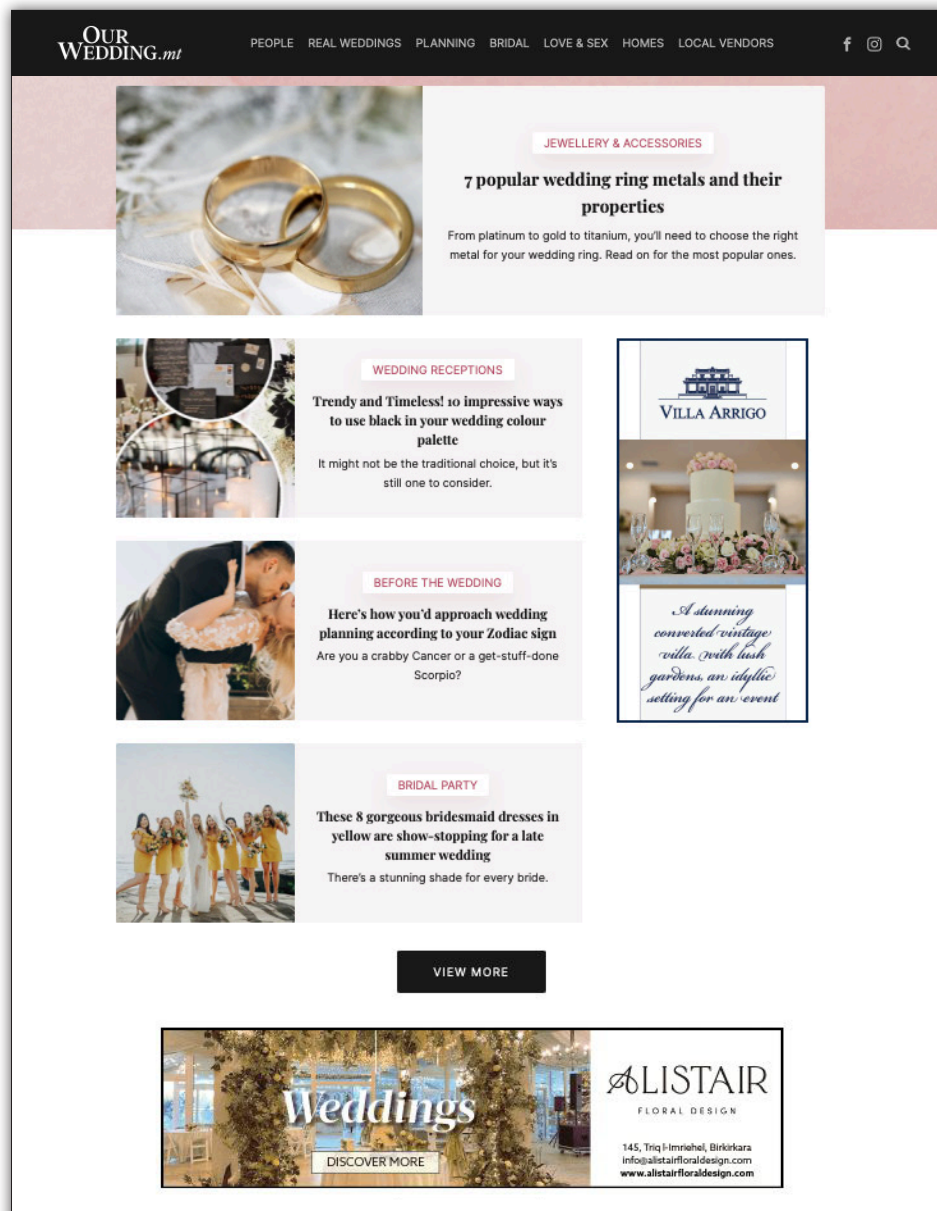
OurWedding.*mt* is supported by a dedicated team of 40 media specialists, including editors, writers, content creators, social media strategists, brand sales managers and creatives.

Our carefully crafted daily content is what sets OurWedding.*mt* apart from the rest!

Local Real Weddings featuring on *OurWedding.mt*

One of the standout features of OurWedding.mt is our regular showcase of local real weddings. Couples share their experiences and memories from their special day, highlighting what stood out to them. Extensive photo galleries from these weddings also contribute to the popularity of these features among our audience.

The screenshot shows a webpage for 'OUR WEDDING.mt'. The top navigation bar includes 'PEOPLE', 'REAL WEDDINGS', 'PLANNING', 'BRIDAL', 'LOVE & SEX', 'HOMES', 'LOCAL VENDORS', and social media icons for Facebook, Instagram, and a search icon. The main article is titled 'A traditional love story with a modern twist – Melissa and Duncan' under the 'REAL WEDDINGS' category. The sub-headline reads: 'Speaking exclusively to OurWedding.mt, Melissa and Duncan share the memories of their sunflower-trailed love story'. The date is '20TH SEPTEMBER 2024' and there are social share buttons for Facebook and Twitter. To the right is a photo of a bride and groom kissing. Below the article is a 'Local Vendors' section with two entries: 'Alistair Floral Design FLORISTS' and 'Flowers by George FLORISTS'. At the bottom right is a 'VILLA ARRIGO' advertisement featuring a wedding cake and a quote: 'A stunning converted vintage villa, with lush gardens, an idyllic setting for an event'. The main article text below the photo reads: 'Melissa Mizzi Demajo and Duncan Mizzi, both self-employed, had always said they didn't want to get married, but after three years together, they changed their minds!' and 'Their proposal story could be called 'Fourth Time Lucky', as Duncan's perfect proposal plans hit a few snags before finally succeeding. The couple was on holiday at the same destination where they'd first talked about marriage, and Duncan had meticulously planned the proposal. However, everything from sunscreen in Melissa's eyes to chilly evenings got in the way. Finally, Duncan opted for a spontaneous proposal in a bar, which Melissa fondly recalls "that's us I guess!" Finally, the date was set - 7th June 2024. For their ceremony, the couple didn't stick to a specific theme, they just wanted a "fun-filled day with personal touches". Melissa designed the invitations and handled the decorations, with the expert help of Creations by H&S, who ensured that their venue, Razzet l-Abjad, was decorated to perfection for their special day.'



Modern online advertising solutions for enhanced engagement

OurWedding.mt offers advertisers modern online advertising solutions, ranging from large animated online banners on its desktop version, to sleek rectangular banners on its mobile site. These engaging advertising solutions are designed to drive results.

Tailor-Made Sponsored Content solutions

OurWedding.mt offers tailor-made sponsored content solutions to our clients. We provide different options:

- A comprehensive strategic solution, with a journalist and photographer assigned to create an extensive sponsored article.
- A bundle of short, effective articles supplied by the client to cover strategic events and announcements.

The screenshot displays the OurWedding.mt website interface. At the top, the navigation bar includes the site logo, menu items (PEOPLE, REAL WEDDINGS, PLANNING, BRIDAL, LOVE & SEX, HOMES, LOCAL VENDORS), and social media icons. The main content area features a sponsored article titled "One for the grooms! Here are some tips on how to choose your wedding suit" under the "PLANNING" category. The article includes a sub-headline "Who's the man?", a date of "3RD JUNE 2024", and social sharing options. Below the article, a section titled "1. SUIT, TUX OR TAILCOATS?" provides advice on wedding attire. To the right, a "Local Vendors" section lists "BG Fireworks WEDDING SERVICES" and "Supreme Travel Limited WEDDING SERVICES". A featured image of a man in a suit is shown with a "Save" button and a caption "White Pine". At the bottom right, there is an advertisement for "VALLETTA GLASS" with the tagline "beauty of simplicity" and a "DISCOVER MORE" button.



Our Sponsored Content is boosted and curated on social media

We have industry specialists, content creators, social media strategists and marketing gurus who study your content and design a boosting campaign on social media that carefully targets your key target audience. This is why our content is always engaging and gets the results you're after!

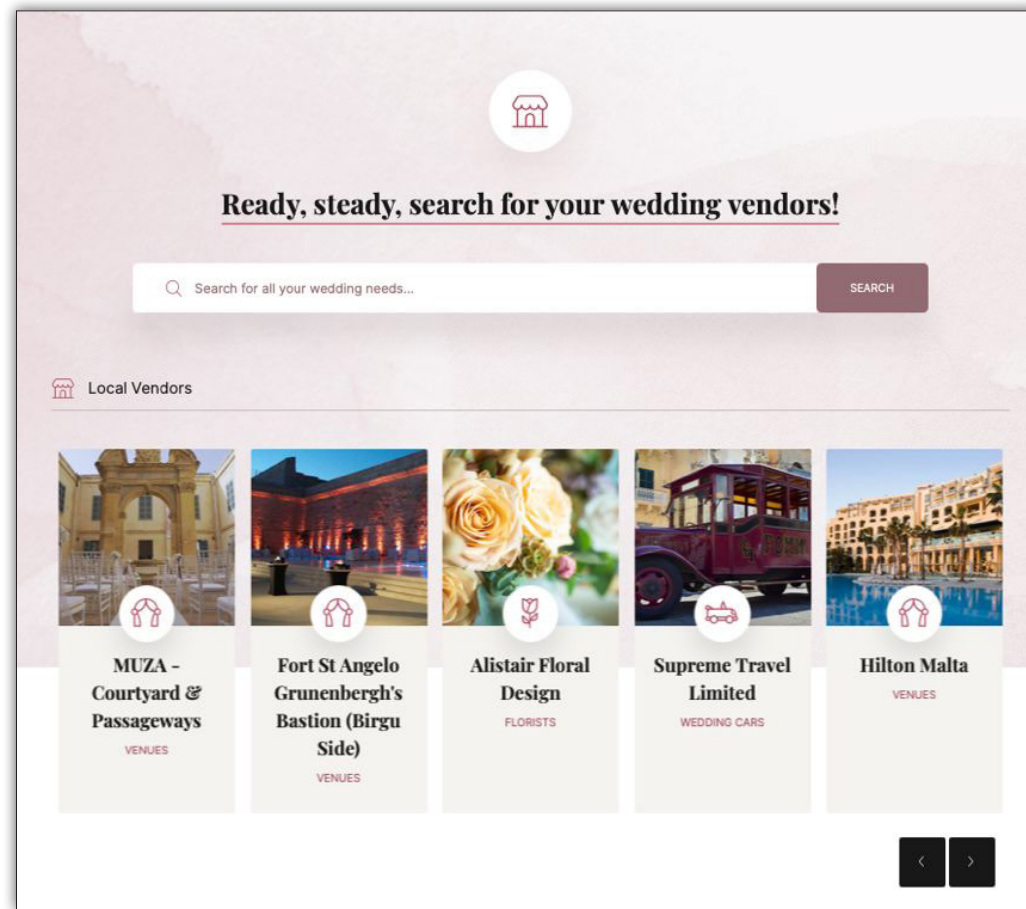
Our Local Vendors Listings: A strategic tool to engage with local couples

OurWedding.mt features an extensive Local Vendors Listings section that assists couples in their journey leading up to their big day!

These listings have proven to be a success with couples looking for specific services, such as venues, catering companies, bridal cars, bridal wear, flowers, souvenirs, videographers & photographers, wedding organisers, events companies, and more.

The screenshot displays the 'Vendor Details' page for 'exclusivevenues' on the OurWedding.mt website. The main content area features the venue name 'National Museum of Natural History - Vilhena Palace Inner Courtyard' and a 'MESSAGE VENDOR' button. To the right, contact information is listed: 'exclusivevenues.mt', 'venues@heritagemalta.org', and phone numbers '+356 2295 4300 +356 9985 3909'. The address is 'Vilhena Palace, St Publius Square, Mdina, MDN 1010'. Below this is a map showing the location in Mdina, Malta, near Piazza Mesquita and the Mdina Gate. The map also shows other landmarks like the Museum documenting city's medieval past and il-Foss. At the bottom of the map, it says 'Keyboard shortcuts' and 'Map data ©2024 Terms'. Below the map, the opening hours are listed as 'Monday - Friday: 08.00 - 16.00'. At the very bottom, there are social media icons for Facebook, Instagram, and YouTube under the heading 'FOLLOW US'. The main text block below the map describes the venue: 'In the historic heart of the country, the majestic Vilhena Palace is conveniently situated just a few steps away from the main gates of the Silent City of Mdina. The 18th Century palace reconstructed in 1726 by Grandmaster Antonio Manoel De Vilhena, on plans by Charles Francios de Mondion, replaced the original building of the medieval University which once stood there. Lying at the heart of the Palace, the intimate courtyard provides an exclusive outdoor context. Surrounded by arches, the stately square is dominated by a central fountain and is ideal for small to medium sized receptions and parties as well as intimate events for a boutique audience.' Below the text is a photograph of a bride and groom standing in the courtyard of the Vilhena Palace.

OurWedding.mt has also launched Malta's first Weddings Search Engine



As part of our growth and consolidation as market leaders in the weddings market, we have launched Malta's first weddings search engine. All clients with a Vendor Listing will also be allocated a bundle of Keywords, which will help couples easily find your listing along with the specific services and solutions you offer.

Since the launch of this search engine, clients have been unlocking opportunities for increased business, placing their businesses at the forefront of the market.

Clients can also benefit from our Official Partners' Packages

If you consider your company to be a strong player in the weddings market, don't settle for anything less than an Official Partners' Package on OurWedding.mt. Official Partners receive a concierge-curated service including:

- Extensive online advertising campaigns, and if you need more than one campaign at any given time, our team will make sure to make it happen!
- Strategic participation in OurWedding.mt exclusive Vendors Listings
- Extensive number of Keywords, to enhance your local reach among couples and to ensure your services will feature in searches run by couples
- Your logo prominently displayed on the Home Page of OurWedding.mt, as well as on every other section.
- We will make sure to assist you throughout the year, to help you reach your objectives and goals.

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Get in touch and start benefiting today

If you're not yet featured on OurWedding.mt and operate in the local weddings market, we strongly encourage you to come on board as soon as possible. Market trends indicate that couples increasingly prefer companies that engage with them through listings and sponsored content. OurWedding.mt, Malta's leading portal for the local weddings market, offers the perfectly curated platform for you!

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